



BEVERAGE PRODUCT COMPANY 9 MONTH CASE STUDY





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WHERE WE STARTED

When we came on board in April 2021, the Social Media accounts were in a decent place. An audience had been built, and was interacting with the brand. Our main goals were focused on creating more brand consistency through on-brand graphics, offer more educational content, and provide more of a BTS look into the brand + founder.



WHAT WE'VE DONE

- Integrated new weekly campaign ideas
- Created an Influencer Program for the client
- Collaborated with other brands in multiple giveaways
- Supported the brand through new retail expansions
- Consulted on new brand photography
- Shared about in store + online sales to drive traffic
- Managed the brand's Holiday sales



LET'S DIVE IN!

PRODUCT
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9 MONTH
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THE
NUMBERS

OVERVIEW

CLIENT ACCOUNTS

This year, we introduced two new platforms to this client's digital marketing efforts; LinkedIn and TikTok. Both of these platforms saw the most growth and engagement over the course of the past 9 months.

This client's audience favors content including video, graphics, and imagery of their founder.



THEIR AUDIENCE
GROWTH

CLIENT ACCOUNTS

INSTAGRAM

Starting: 5760
Today: 5874

LINKEDIN

Starting: 162
Today: 371

FACEBOOK

Starting: 1723
Today: 1723

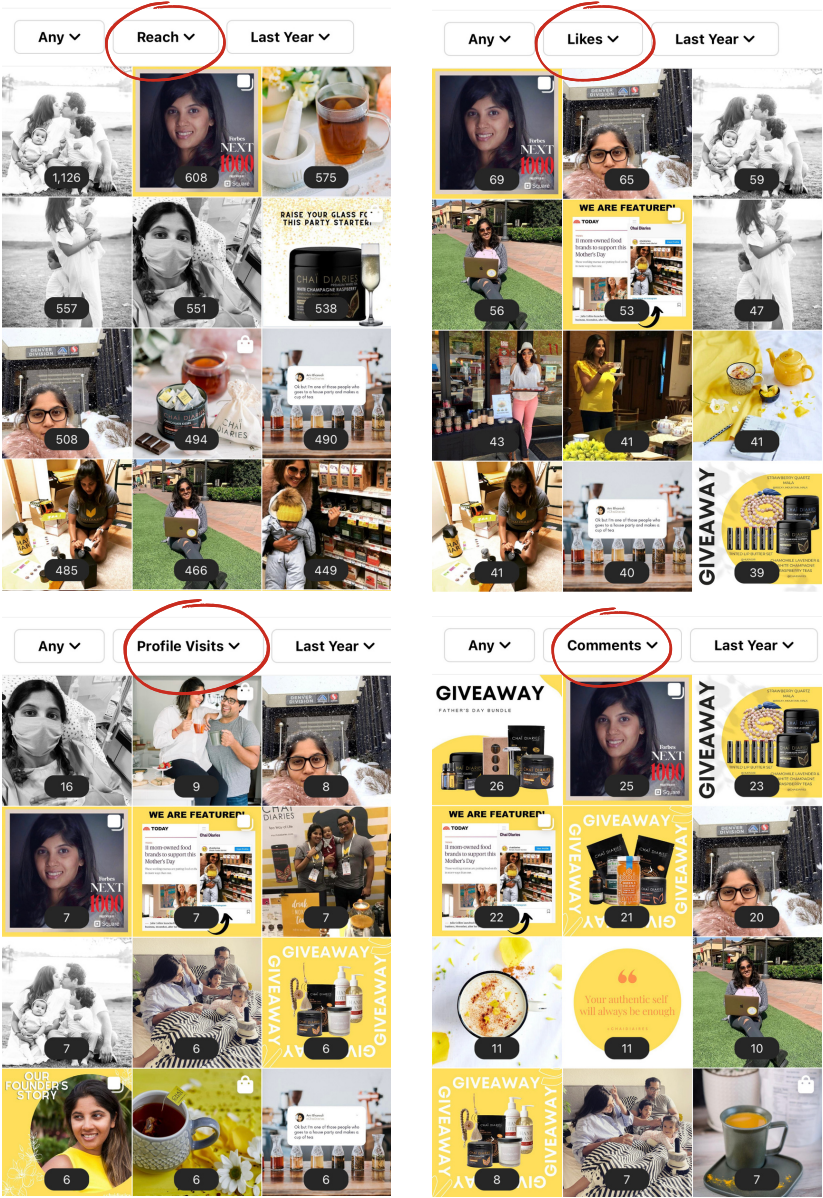
TIKTOK

Starting: 0
Today: 194

BEST PERFORMING POSTS

INSTAGRAM

All of the top content for this account was posted during our time working with this client. This shows that their audience resonated most with the strategy + angle we brought to the table and helped this client see higher conversions than before working with us.



Note: this content was pulled from the past YEAR, including January-March 2021

BEST PERFORMING POSTS

FACEBOOK

Page	People reached	Engagement	Link clicks	Comments	Shares	Reactions
Food & beverage	38,323	1,362	562	33	51	240

38.3K

People reached

▲ 2346% from previous 269 days

5

Net followers

▲ 267% from previous 269 days

1.4K

Engagement

▲ 11.7% from previous 269 days

Top performers: Reach

SAVE THE DATE!

SAVE THE DATE! Join A...

Reach ⓘ

413

Facebook post

Top performers: Likes and reactions

SAVE THE DATE!

SAVE THE DATE! Join A...

Likes and reactions ⓘ

16

Facebook post

Top performers: Comments

Let's snuggle up with a t...

Comments ⓘ

5

Facebook post

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THE
CONTENT

BEST PERFORMING POSTS

LINKEDIN

Post highlights

In the last 30 days

Most commented



Together, let's ☕ sip to celebrate the holidays...

1 Reaction • 2 Comments

Most shared



Find grounding this holiday season 🙏 Our...

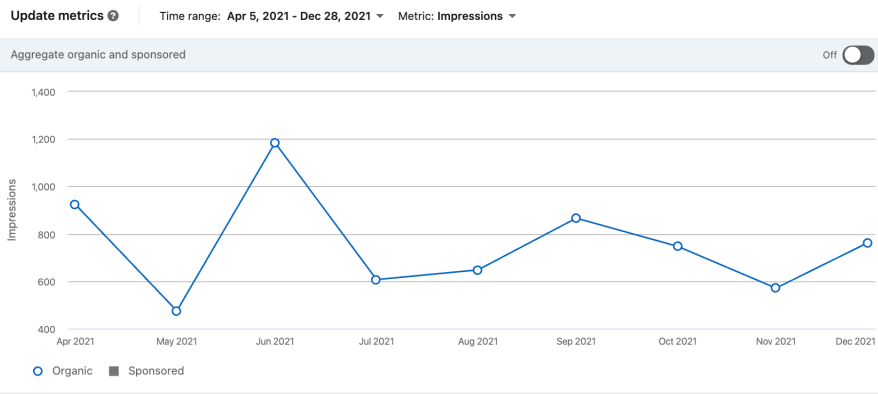
2 Reactions

Most reacted



☕ Let's take a moment to #ChaiAndChill...

4 Reactions



BEST PERFORMING POSTS

TIKTOK

MOST PLAYED VIDEOS



Content themes:

- woo-woo vibes
- on-brand yellow theme
- pour overs / tea making



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THANK YOU

